

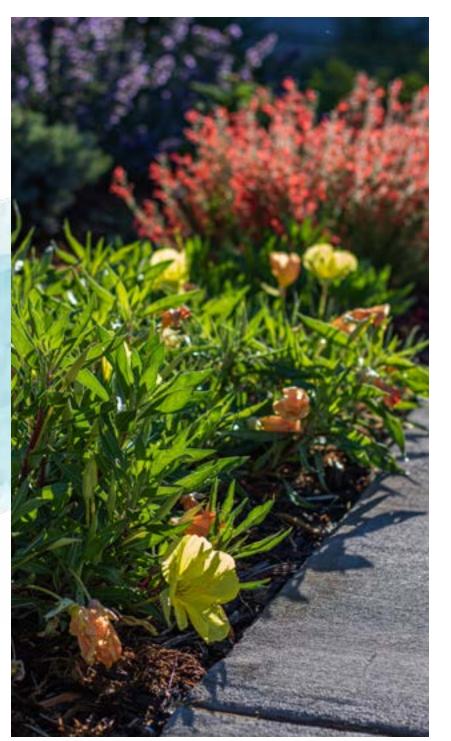
WATER CONSERVATION TEAM

Elisabeth Bowman, Conservation Engagement Manager
Ali Colbert, Water Programs Coordinator
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Zak Lance, Water Programs Manager
Kate Larson, Program Director
Melanie Stolp, Water Programs Manager
Elaine Starks, Customer Service Associate
Neka Sunlin, Senior Program Coordinator
Phebe Taylor, Senior Program Coordinator

FIELD TECHNICIANS & EVENT STAFF

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Sean Griffith Sammy Murray Josh Virene
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Laura Marques Lucas Shafran Katrina Wille





2021 Water Provider Partners Thank You For Your Partnership! Arapahoe County WWA Fort Collins-Loveland WD Loveland Water & Power City of Arvada City of Fort Collins Utilities & Town of Lyons Nature in the City Aurora Water Northern Water City of Fountain City of Boulder City of Northglenn Town of Frederick Town of Breckenridge Parker WSD Town of Frisco City of Brighton Pinery WWD City of Golden City & County of Broomfield Roxborough WSD City of Greeley Castle Pines North MD South Adams County WSD City of Lafayette Castle Rock Water Town of Superior Left Hand WD Centennial WSD City of Thornton Little Thompson WD

Town of Lochbuie

City of Longmont

City of Louisville

City of Westminster

City of Wheat Ridge

Town of Windsor

Willows WD

5

Denver Water

Town of Eaton

Town of Erie

East Cherry Creek Valley WSD





At-A-Glance **2021 Cumulative Impact**



GARDEN IN A BOX

- > 28 water providers
- >4,365 community members
- 6,866 waterwise gardens sold
- 5,200,000 gallons of water saved*



GRASS TO GARDEN

- > 6 water providers
- > 144 community members
- > 63,457 sq. ft. of lawn removed



- >800,000 gallons of water saved*

LAWN REMOVAL SERVICE

- > 8 water providers
- > 161 projects
- > 79,315 sq. ft. of lawn removed
- > 900,000 gallons of water saved*



SLOW THE FLOW

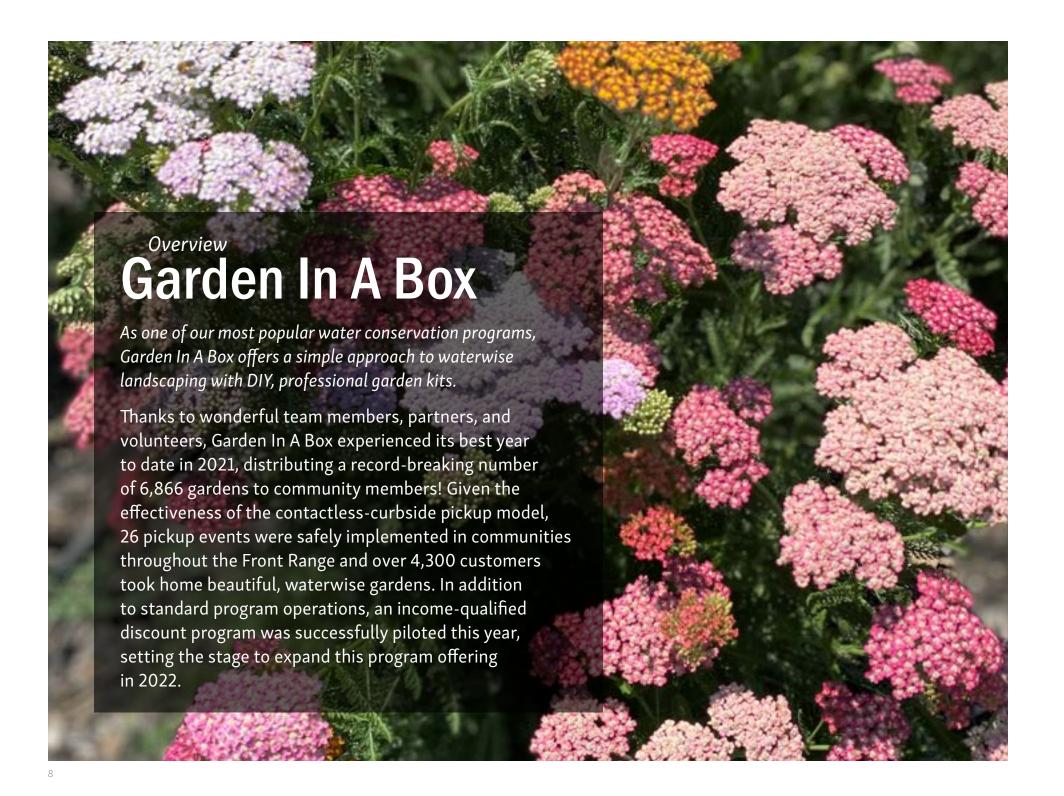
- > 32 water providers
- > 2,096 consults completed
- > 10,300,000 gallons of water saved*



LANDSCAPE SEMINARS

- > 12 water providers
- > 1,982 community members
- > 19 waterwise webinars

*Estimated water savings in 2021.



CUMULATIVE IMPACT



By replacing just 100 square feet of lawn with a Garden In A Box kit, homeowners can expect to save at least 7,000 gallons of water over the garden's lifetime.



Through 2021, Garden In A Box has helped convert over 3.1 million square feet (or about 71.8 acres) of landscape to low-water perennial gardens.



Approximately **40,000 waterwise Garden In A Box kits** have been sold to date.



The estimated cumulative lifetime savings of all gardens sold through 2021 is 228.6 million gallons of water (or about 346 Olympic-sized swimming pools).

2021 CITY OF BOULDER IMPACT

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Xeric Garden In A Box kits sold	244
Veggie Garden In A Box kits sold	26
Total Garden In A Box kits sold	270
Unique customers	173
% first-time customers	65%
Estimated square feet of lawn converted to xeriscape	20,000
Estimated gallons of water saved (over the gardens' lifetime)	1,500,000



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OVERALL PROGRAM SATISFACTION

The Garden In A Box Customer Satisfaction Survey was sent to 173 program participants and 84 responded to the survey.

Overall experience with Garden In A Box	95% satisfied to very satisfied
Ordering experience	96% satisfied to very satisfied
Customer service experience	97% satisfied to very satisfied
Product materials provided (Plant & Care Guide, etc.)	96% satisfied to very satisfied
Plant quality (i.e., plant health, appearance, & resilience)	94% satisfied to very satisfied
Garden pickup experience	93% satisfied to very satisfied
Communication (i.e., COVID-19 changes & pickup updates)	95% satisfied to very satisfied

TOP 3 ASPECTS OF LOW-WATER LANDSCAPES THAT APPEAL TO PARTICIPANTS

90% Help conserve water

78% Offer natural habitat to wildlife and insects

53% Reduce time spent on landscape maintenance

Garden In A Box

95%

are 'likely' or 'very likely' to recommend this program to others

65% are more aware of their outdoor water usage

Customer Quotes & Projects

Your program has absolutely kickstarted my interest in xeriscaping and I'm gradually increasing each year to a more waterwise landscape. In fact, I'm even doing more on my own and taking out grass! This is a great product."

- Garden In A Box participant

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

30% Resource Central email or other Resource Central conservation program

19% Word of mouth

13% Google or other internet search





CUMULATIVE IMPACT



Waterwise landscapes use up to 60% less water than traditional grass lawns.



Since 2016, Resource Central has helped **400 residents** remove thirsty grass on their own and replace it with beautiful, low-water gardens.



Through 2021, the Grass to Garden program has helped residents convert an estimated 200,000 square feet of lawn to waterwise landscapes (or about 47 basketball courts).



The estimated cumulative water savings since 2016 amounts to 10.7 million gallons of water saved (or about 16 Olympic-sized swimming pools).

2021 CITY OF BOULDER IMPACT

Residents who applied to the program	41
Residents who completed the program	41
Total square feet of lawn removed	20,940
Average square feet of lawn removed per participant	511
Estimated gallons of water saved (over the projects' lifetime)	40,000



OVERALL PROGRAM SATISFACTION

The Grass to Garden Customer Satisfaction Survey was sent to 41 program participants and 15 responded to the survey.

Overall experience with Grass to Garden	100% satisfied to very satisfied
Customer service experience	100% satisfied to very satisfied
Application process	100% satisfied to very satisfied
Garden pickup experience	100% satisfied to very satisfied
Plant quality (i.e., plant health, appearance, & resilience)	100% satisfied to very satisfied

TOP 3 MOTIVATIONS FOR PARTICIPATING IN GRASS TO GARDEN

47% Help conserve water

27% Improve landscape beauty

13% Save money on water bill

Grass to Garden

100%

are 'likely' or 'very likely' to recommend this program to others

100%

said that it was 'important' or 'very important' that their water provider offers water-saving programs

100%

'like' or 'love' their new landscape as compared to their previous one

Customer Quotes & Projects

The plant by numbers is great, and it was nice to know it wasn't as daunting as we thought it would be to get rid of grass we hardly used that never looked very green no matter how much we watered. The free pollinator-friendly plants also sealed the deal."

- City of Boulder resident

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

27% Resource Central email or other Resource Central conservation program

20% Word of mouth

20% Google or other internet search

20% Garden In A Box monthly newsletter

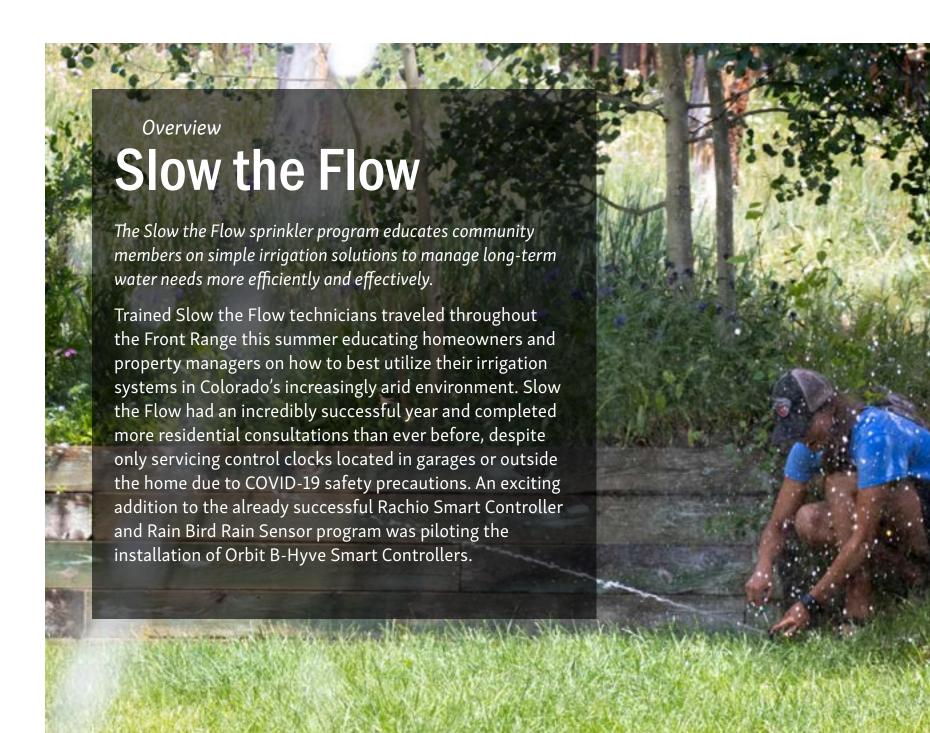


This year spring was challenging for health reasons, and I really benefited from the structure and deadlines provided by the program."

- City of Boulder resident



BEFORE



CUMULATIVE IMPACT



Since 2004, Slow the Flow has helped roughly 30,000 residents reduce their outdoor water usage through sprinkler system improvements.



Water savings through 2021 total an estimated 158.1 million gallons (or about 240 Olympic-sized swimming pools).



Through 2021, Slow the Flow has inspected approximately 112.9 million square feet of residential landscape (or about 2,352 football fields).



Annually, Slow the Flow has identified an average of over **20,000 sprinkler system inefficiencies** such as broken heads, tilted heads, and overspray.

2021 CITY OF BOULDER IMPACT

Residential sprinkler consultations completed	80
arge property sprinkler consultations completed	5
Estimated gallons of water saved annually	400,000



OVERALL PROGRAM SATISFACTION

The Slow the Flow Customer Satisfaction Survey was sent to 80 program participants and 24 responded to the survey.

Overall experience with Slow the Flow	87% satisfied to very satisfied
Customer service experience	100% satisfied to very satisfied
Registration process	88% satisfied to very satisfied
Scheduling process	96% satisfied to very satisfied
Sprinkler consultation experience	96% satisfied to very satisfied
Report provided, including customized watering schedule	88% satisfied to very satisfied
Communication (i.e., COVID-19 changes & appointment updates) 96% satisfied to very satisfied

TOP 3 MOTIVATIONS FOR PARTICIPATING IN SLOW THE FLOW

83% Help conserve water

58% Service was free

50% Save money on water bill

TOP WAYS PARTICIPANTS HEARD ABOUT THE PROGRAM

38% City/water provider bill insert or printed newsletter

25% Resource Central email or other Resource Central conservation program

17% City/water provider email or website

92%

are 'likely' or 'very likely' to recommend this program to others

100%

selected that this program is a 'good' or 'very good' use of water provider resources

82%

are more aware of their outdoor water usage

Program Statistics

In 2021, Slow the Flow technicians found that the majority of participants had inefficient watering schedules. Since the clay soil found at most residences cannot absorb much water at one time, Resource Central recommends a minimum of three cycles to prevent water waste due to runoff. By implementing a "cycle and soak" schedule with three, short cycles per watering day, these participants decreased their water waste immediately without making any other improvements to their sprinklers.

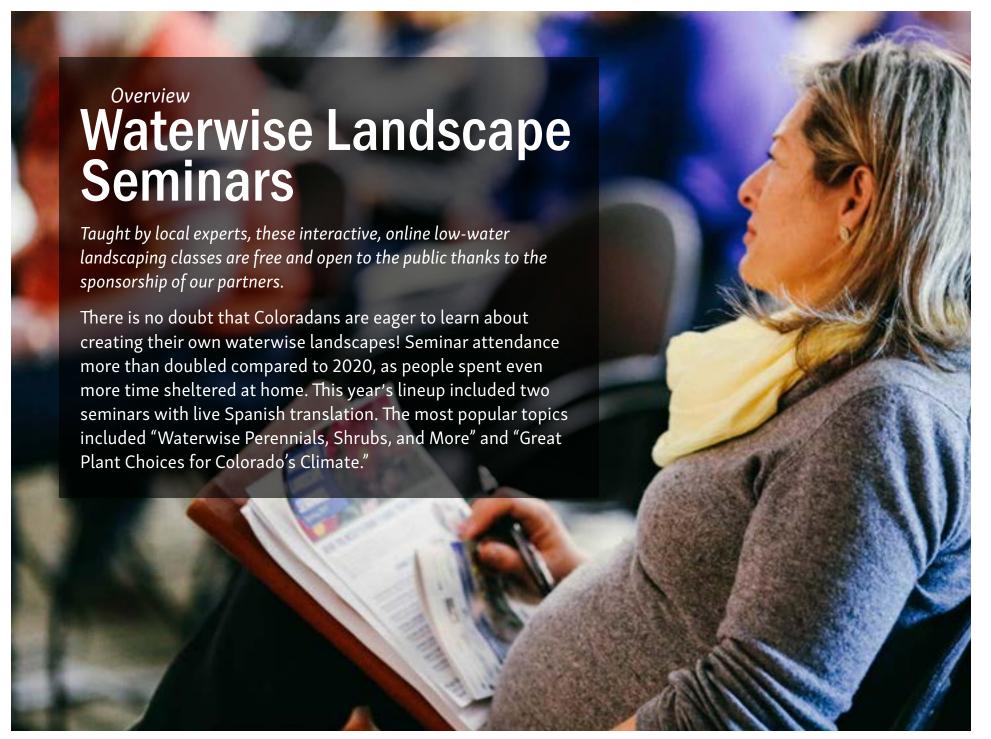
	Total Residences	% of Residences
Inefficient Watering Schedule	69	86%

Furthermore, Slow the Flow technicians identified nearly 38,000 sprinkler issues during the 2021 Slow the Flow season. Sprinkler system inefficiencies such as broken, clogged, or tilted sprinkler heads can lead to significant water waste over time.

	Total Average/Residence	% of Residences	
Sprinkler Inefficiencies	987x	12	99%

"I learned a lot. Everybody should do this!"

- City of Boulder resident



CUMULATIVE IMPACT



Since 2004, Resource Central has hosted **296 seminars** throughout the Front Range and beyond.



Through 2021, the seminars have **reached over 11,678 participants** with an average attendance of **39** people per seminar.



Resource Central has worked with 22 partners over the last 18 years.



Refer to **page 23** for the 2021 webinar schedule and topics.

2021 CITY OF BOULDER IMPACT

Total waterwise webinars held	3
Total attendees	386
Average attendees per event	129
% of first-time attendees	62%



OVERALL PROGRAM SATISFACTION

The Waterwise Landscape Seminar Customer Satisfaction Survey was sent to 386 program participants and 69 responded to the survey.

Overall webinar experience	96% satisfied to very satisfied
Webinar registration process	97% satisfied to very satisfied
Actionable info provided in webinar	89% satisfied to very satisfied
Speaker's expertise and ability to explain topic	94% satisfied to very satisfied
Overall educational value	94% satisfied to very satisfied

TOP 3 ASPECTS OF WATERWISE YARDS THAT APPEAL TO PARTICIPANTS

84% Help conserve water

55% Offer natural habitat to wildlife and insects

49% Save money on water bill

I've been gardening in Boulder for 40 years, but still learn new information from our local garden experts!"

- City of Boulder resident

97%

are 'likely' or 'very likely' to recommend this program to others

97%

said that it was
'important' or 'very
important' that water
providers sponsor a
Waterwise Landscape
Seminar that is free
and open to the
public

64%

would prefer to attend an online seminar in the future

Webinar Schedule

Торіс	Sponsor	Date
Waterwise Perennials, Shrubs, and More	Arvada	April 1
New to Colorado Landscaping	Loveland	April 5
Low-Water Tree Care	Brighton	April 6
Veggie Gardening Through the Seasons	Boulder	April 7
Create Your Own Low-Water Landscape	Thornton	April 8
Saving Seeds from the Garden	SACWSD	April 10
Rain Gardens and their Benefits	Longmont	April 12
Going from Grass to Low-Water Garden	Golden	April 13
How to Encourage Xeriscape in Your HOA	Arvada	April 14
Design the Best Garden for You	Loveland	April 15
The Insects that Share Your Garden	Superior	April 19
Native Plant Selection for Your Dream Garden	Louisville	April 21
Thinking Outside the Box	Arvada	April 22
Great Plant Choices for Colorado's Climate	Boulder	April 24
Landscaping for Climate Change	Boulder	April 26
How to Encourage Xeriscape in Your HOA	Arvada	April 27
Encouraging Pollinators in Your Garden	Lafayette	April 28
Creating a Colorful Colorado Yard	Longmont	April 29
Conserving Water with Rain Barrels	LTWD	May 4

